

SPORT ANNUALS P.O.V.

	<u>S.I.</u> <u>PREVIEW</u>	<u>ESPN</u> <u>TOTAL SPORTS</u>	
MEDIAN AGE:	36.7	31.0	- 32-33
CIRCULATION:	250,000	400,000-500,000	200-250
DISTRIBUTION:	NEWSSTAND	NEWSSTAND	
CPM:	\$50.34	\$37.50 - \$90.00	60.00
P4CB COST:	\$12,586	\$15,000	
SELECTED ISSUES:	PRO FOOTBALL PREVIEW PRO BASKETBALL PREVIEW	PRO FOOTBALL PRO BASKETBALL YEAR END	
ON-SALE DATES:	7/20 10/9	8/1 TBD TBD	
CLOSE DATES:	5/5 8/1	TBD TBD TBD	
POSITIONING:	1ST SPREAD 4C 1ST SPREAD 4C	2CP1 - PRO FOOTBALL 4C - PRO BASKETBALL 2CP1 - YEAR END	
EDITORIAL CONTENT:	ANALYZE PREVAILING SPORTS TRENDS, PROFILE OF ATHLETES AND SPORTS PERSONALITIES	WILL SPEAK WITH THE VOICE OF THE FAN, SECRETS AND GOSSIP ABOUT PLAYERS AND TEAMS	

RECOMMENDATION:

1 BOOK OPTION

WE RECOMMEND ESPN TOTAL SPORTS DUE TO EXPOSURE AMONG AN AUDIENCE THAT S.I. MAY BE UNABLE TO REACH (OPINIONATED SPORTS ENTHUSIASTS WITH AN ATTITUDE) IN ADDITION, IT GIVES MARLBORO AN OPPORTUNITY TO AFFILIATE WITH ESPN AND IT'S AUDIENCE.

2 BOOK OPTION

SINCE BOTH PUBLICATIONS ARE NEW, WE RECOMMEND RUNNING IN THE FIRST ISSUE OF BOTH PUBLICATIONS AND THEN EVALUATE WHICH PUBLICATION IS A BETTER FIT FOR MARLBORO.

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